

## ABSTRACT

There has been a significant shift in consumer behavior within the telecommunications sector, where the use of conventional communication services such as landlines, mobile phones, and SMS has experienced a notable decline. This trend has contributed to the decrease in revenue from traditional communication services, necessitating the introduction of alternative business streams to maintain the company's profitability. This change in consumer behavior is driven by the convenience offered by content providers, such as WhatsApp, Telegram, and Line, which allow free access to their communication platforms using telecommunications operators' networks. Following the success of communication-based content, there has been an increasing presence of entertainment content, including music, video, and gaming platforms.

In response to this shift in customer behavior and the dynamic changes within the industry, PT Telekomunikasi Indonesia's B2B2X segment needs to formulate strategies aimed at achieving a competitive advantage by collaborating with various stakeholders to create economic or business value that is mutually beneficial.

To achieve this goal, the research utilized methods such as observations from several formal activities, supporting documents, and interviews with relevant sources, which were then structured using the Co-Creation Design Framework.

The research findings reveal that collaborative value was established through the Co-Creation strategy in PT Telekomunikasi Indonesia's digital entertainment products for the B2B2X segment.

**Keywords: Strategy, Co-Creation, B2B2X, Digital Entertainment.**